

Product & Brand Management

Q.P. Code: 00001052

Timing: 3 Hours

(60 marks)

- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there are six questions. Each question carry 10 Marks. Each of these Six Questions have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question;
- students have to attempt any two out of three sub – questions

Q1) Discuss the case study with answers of following questions (20 marks)

Patanjali Ayurved Limited is an Indian FMCG company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gram Udhog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at Rs. 3,000 crore (US\$450 million) and some predict revenues of Rs. 5,000 crore (US\$740 million) for the fiscal 2015-16 Patanjali has made a unique approach marketing by building a community before product launch. Patanjali was always bound to meet new competition in the market. A good start might not have been enough for them. Though Patanjali made a good start, without establishing themselves with a unique positioning, they would not have been able to ever competed against brands from P&G and Hindustan Unilever.

Question :

1. Discuss the branding and positioning strategy of Patanjali?
2. As product manager what do you suggest for further brand extension?

Q2 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) With help of examples, write classification of products.
- b) Roles And Responsibilities Of Product Manager
- c) Boston Consulting Group Matrix

Q3 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain in brief the concept of Product Life Cycle
- b) Write a brief note on Business Analysis in New product Development
- c) With the help of example, explain product launch

Q4 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Factors Affecting Financial Decision:
- b) Definitions of Brand. Explain Scope of Branding
- c) Write in brief about Market Testing.

Q5 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) How to manage finances at different stages of product life cycle?
- b) Write a brief note on House of Brands.
- c) What are Successful Brand Identity: Six Elements?

Q6 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are the criteria of Brand positioning?
- b) Write a note on Corporate Brand.
- c) What are measure of Brand equity?

Q7 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What is meant by Product Mix?
- b) Write in brief important Product Life Cycle Strategies.
- c) What benefits of strong Brand Anatomy.